



ANALYSIS AND RESEARCH OF THE CONCEPT OF COMMUNICATIVE DISCOURSE

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Annotatsiya: Maqolada kommunikativ diskurs tushunchasi, uning nazariy asoslari hamda turli kontekstlardagi ma'nosi tahlil qilinadi. U kommunikativ diskursning asosiy xususiyatlariga to'xtalib o'tadi: interaktivlik, ijtimoiy kontekstda amalga oshishi va tilni ma'lum kommunikativ vazifalarni bajarish uchun ishlatish. Maqola, shuningdek, madaniyat, hokimiyat va identifikatsiya kommunikativ diskursga qanday ta'sir qilishini o'rganadi. U tegishli nazariyalarni birlashtirgan holda, diskursning haqiqiy misollarini ko'rib chiqib, kommunikativ diskurs va uning lingvistika, sosiologiya va kommunikatsiya fanlari sohasiga ta'sirini har tomonlama tushunishga intiladi.

Kalit so'zlar: Kommunikativ diskurs, diskurs tahlili, pragmatika, sotsiolingvistika, amaldagi til, ijtimoiy o'zaro ta'sir, kommunikatsiya, madaniyat.

Абстрактный В данной статье анализируется понятие коммуникативного дискурса, его теоретические основы и значение в различных контекстах. Рассматриваются основные характеристики коммуникативного дискурса: его интерактивность, протекание в социальном контексте и использование языка для выполнения определенных коммуникативных функций. Статья также исследует, как культура, власть и идентичность влияют на коммуникативный дискурс. Анализируя реальные примеры дискурсов и объединяя соответствующие теории, статья стремится обеспечить всестороннее понимание коммуникативного дискурса и его влияния на область лингвистики, социологии и коммуникационных исследований.

Ключевые слова: Коммуникативный дискурс, анализ дискурса, прагматика, социолингвистика, язык в действии, социальное взаимодействие, коммуникация, культура.

Abstract This paper analytically explains the concept of communicative discourse, its theoretical background, and meaning within different contexts. The next article discusses in detail the features that communicative discourse possesses: interactive, taking place in some form of social context, and making use of language for some communicative purposes. The article then proceeds to discuss how aspects such as culture, power, and identity influence communicative discourses. It looks at real examples of discourses, combining relevant theories

to reach an all-round understanding of communicative discourse and its implications on the field of linguistics, sociology, and communication studies.

Keywords: Communicative discourse, discourse analysis, pragmatics, sociolinguistics, language in use, social interaction, communication, culture.

Introduction

Communicative discourse is a significant category that belongs to linguistics; however, the notion as such does not deal with given information but rather is an interactive relation of language, context, and social interaction. This article will seek to give an in-depth analysis of communicative discourse: theoretical background, characteristic features, and the role it plays in various contexts.

Communicative discourse is necessarily an interdisciplinary inquiry drawing on linguistics, sociology, anthropology, and psychology. It concerns how participants in a discourse use language in order to attain certain communicative ends in a particular social context. Such ends range from purely informative to complicated social negotiations like establishing a social relationship with others, influencing other people, or constructing mutual understanding.

The article will first explore the theoretical underpinnings of communicative discourse, drawing on important concepts from pragmatics, sociolinguistics, and discourse analysis.

It will then proceed to discuss in detail the major features of communicative discourse: its interactive nature, social context, and language use for attaining certain communicative ends. Further, culture, power, and identity as shaping factors in communicative discourse will be discussed. By closely examining real scenarios and from the perspective of relevant theories, this paper attempts to understand what is meant by communicative discourse and how communicative discourse applies to different contexts.

Theoretical Underpinning of Communicative Discourse

Communicative discourse emanates primarily from the following key theoretical underpinnings:

Pragmatics: The branch of study concerning language use in context, pragmatics, determines how speakers get to their communicative goals with regard to the social context, speaker's intentions, and listener interpretation. Such pragmatic concepts, the speech act theory developed by Austin (1962)^[115] and Searle (1969)^[116], implicature by Grice (1975)^[117], and politeness theory by Brown & Levinson (1987)^[118], explain how communicative discourses work.

¹¹⁵ Austin, J. L. (1962). *How to Do Things with Words*. Oxford University Press.

¹¹⁶ Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*, Cambridge University Press.

¹¹⁷ Grice, H. P. (1975). *Logic and Conversation*. In P. Cole & J. L. Morgan (Eds.), *Syntax and Semantics, Vol. 3: Speech Acts* (pp. 41-58). Academic Press.

¹¹⁸ Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Use*. Cambridge University Press.

- **Sociolinguistics:** This is a study that researches the relationship between language and society. This is a study of the influence of social factors like class, gender, ethnicity, and age on language use. As noted by Wardhaugh (2006), sociolinguistics provides crucial insights into how social factors shape language use in diverse contexts¹¹⁹. From a sociolinguistic perspective, researchers have shed light on the social dimensions of communicative discourse in terms of language variation, code-switching, and the use of language in constructing and maintaining social identities.

- **Discourse Analysis:** Discourse analysis generally covers studies concerned with language in use, studying how language is used in creating meaning in social contexts. It ranges from a wide variety of approaches, including conversation analysis, critical discourse analysis, and narrative analysis. Discourse analysis thus provides an important set of tools for analyzing the structure, function, and social implications of communicative discourse in various contexts.

Key Characteristics of Communicative Discourse

The main features identified that characterize communicative discourse include:

- **Interactivity:** By definition, communicative discourse is interactive. A message gets exchanged at least between two participants. The nature of this interaction could be face-to-face, through the use of technology, or even imagined.

- **Social Context:** Communicative discourse always occurs in a social context. The social context includes the physical setting, social relationships among participants, and cultural norms and values that regulate the interaction.

- **Purpose:** Communicative discourse is purposive. Participants use language to accomplish specific communicative purposes, such as seeking information, giving orders, conveying feelings, or negotiating relationships.

- **Meaning-Making:** The communicative discourse is a meaning-making process. Participants actively construct and interpret meaning through the exchange of messages. This process involves both linguistic and non-linguistic cues, such as tone of voice, body language, and facial expressions.

- **Dynamic and Evolving:** Communicative discourse is dynamic and always in evolution. Messages change their meanings over time as participants respond to each other and change their communication strategy.

The Role of Culture, Power, and Identity in Communicative Discourse

It is axiomatic that culture is the cornerstone in shaping the communicative discourse. Cultural norms and values affect talking patterns, including even use of language, ways of communication, and processing of messages. For example, some cultures give primacy to direct communication while others have their leaning toward indirect.

As Foucault (1991) argues, power relations are embedded within discourse and shape the ways in which meaning is produced and exchanged.^[120]For instance, in hierarchical

¹¹⁹ Wardhaugh, R., & Fuller, J. M. (2021). *An introduction to sociolinguistics*. John Wiley & Sons.

¹²⁰ Foucault, M. (1991). *The Foucault effect: studies in governmentality*. Harvester Wheatsheaf.

relationships, the more powerful participants might dominate the conversation or use language to assert their authority.

Identity is yet another important constituent of communicative discourse. The participant uses language in the construction and negotiation of his social identity. For instance, through language, people can give out their ethnicity, gender and social class. That which relates to the identity of a person.

Analyzing Communicative Discourse

In analyzing communicative discourse, researchers use the following methods among others:

- **Observation:** this involves observation and recording natural communication in different contexts.
- **Interviews:** Interviews with the participants with the aim of drawing from them information concerning experiences of the participants about communication.
- **Surveys:** Using questionnaires to collect data in the study of participants' attitudes as well as beliefs about communication.
- **Text analysis:** The analysis of written or spoken texts in order to find patterns and themes concerning language use.
- **Conversation analysis:** The close examination of the detailed structure as well as the organization of conversations.

Applications of Communicative Discourse Analysis

Communicative discourse analysis has been applied to a very large number of areas including, but not limited to, the following: improving interpersonal communication, understanding in communicative discourse would thus enable one to enhance one's communication skills in personal relationships, professional settings, and intercultural encounters; designing effective communication strategies, whereby companies and organizations may apply the insights provided by the theory of communicative discourse analysis in designing more functional communication strategies for marketing, customer service, and internal communication.

Designing intercultural communication training programs: Through deconstructing the cultural dimensions of communicative discourse, educators/trainers are able to construct effective intercultural communication training programs with the aim of assisting individuals in negotiating cross-cultural interactions.

Understanding social issues: The communicative discourse analysis can also be used to research different social issues like prejudice, discrimination, and social inequality. By closely gauging the ways in which language is used to construct and maintain social hierarchies, researchers are allowed to develop better strategies for effectively dealing with these problems.

Conclusion

Communicative discourse is multilayered and vital to human interaction. Critical analyses of the theoretical underpinning of communicative discourse have isolated a number of key features that characterize the ways culture, power, and identity play out in the formation of communicative discourse. The knowledge of principles of communicative discourse would therefore lead to the discovery of newer ways in which persons and organizations could communicate effectively may better communicate and develop stronger relationships by managing or negotiating the intricacies of the social world.

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